

4. The business system of claim 2 wherein the customizable purchasing platform is configured such that when a member of the second partner accesses a web site associated with the customizable purchasing platform.

5 5. The business system of claim 3 wherein the web site is configured such that when a member of the secondary affinity partner accesses a web site associated with the customizable purchasing platform, the web site appears to be a web site of the secondary affinity partner.

10 6. The business system of claim 1 wherein an affinity partner and a member associated with the affinity partner are engaged prior to engaging an affiliate organization provider.